

# Eat Smart. Play Hard.™ : Plug Into the Power



**Nutrition Connections:  
People, Programs and Science  
February 24-26, 2003**



# Power Up! Power Panther™ Promotion Strategies



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Food and Nutrition Service  
February 24-26, 2003



# Session Overview

- Why Power Panther™ ?
- Power Panther™ Events and Promotions
- How-to Book Power Panther™
- How-to Be Power Panther™
- Follow-up Activities

**MIC...**

# MICKEY



**MICKEY MOU...**



# MICKEY MOUSE



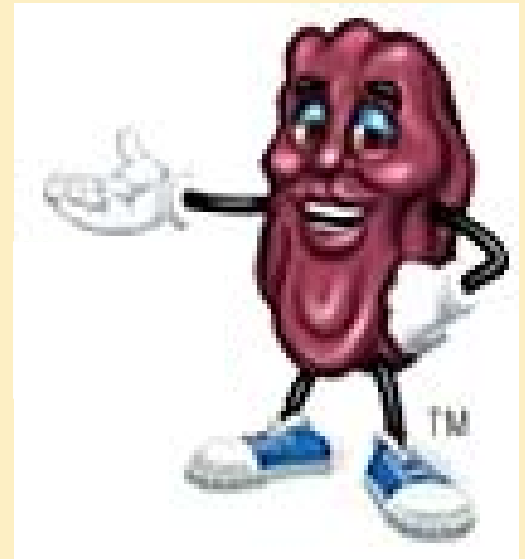
# Spokescharacter

***Campaign needed a “tool” to communicate motivational and behavioral messages to the target audience.***



# Purpose of a Spokescharacter

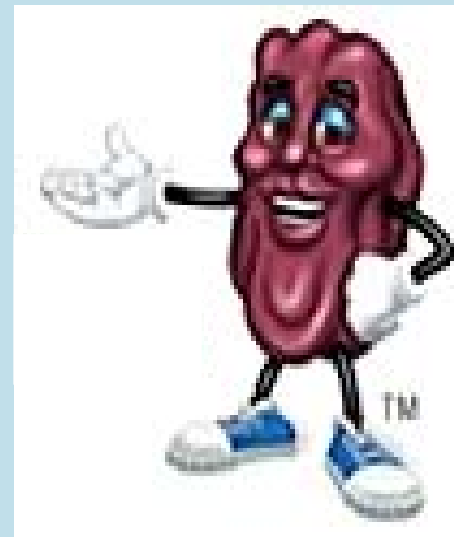
- Attract kids
- Sell ideas and products
- Create product identity and a competitive edge
- Tool for communication and education about healthy eating and physical activity



# Spokescharacter Criteria

A Spokescharacter —

- Conveys multiple, positive nutrition and physical activity messages
- Has broad-based appeal for diverse audiences
- Is adaptable image/identity to maintain longevity
- Is appropriate for branding



# First-Generation Spokescharacters



Nutri-Ant



Power Panther™



Chipper Chipmunk



Ener-G



Health Nut

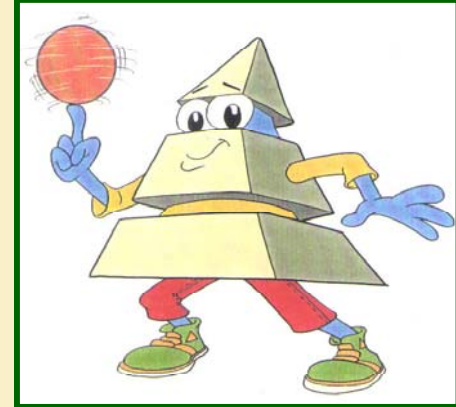
# Second-Generation Spokescharacters



Nutri-Ant



Chipper Chipmunk



Pete Pyramid



Ener-G

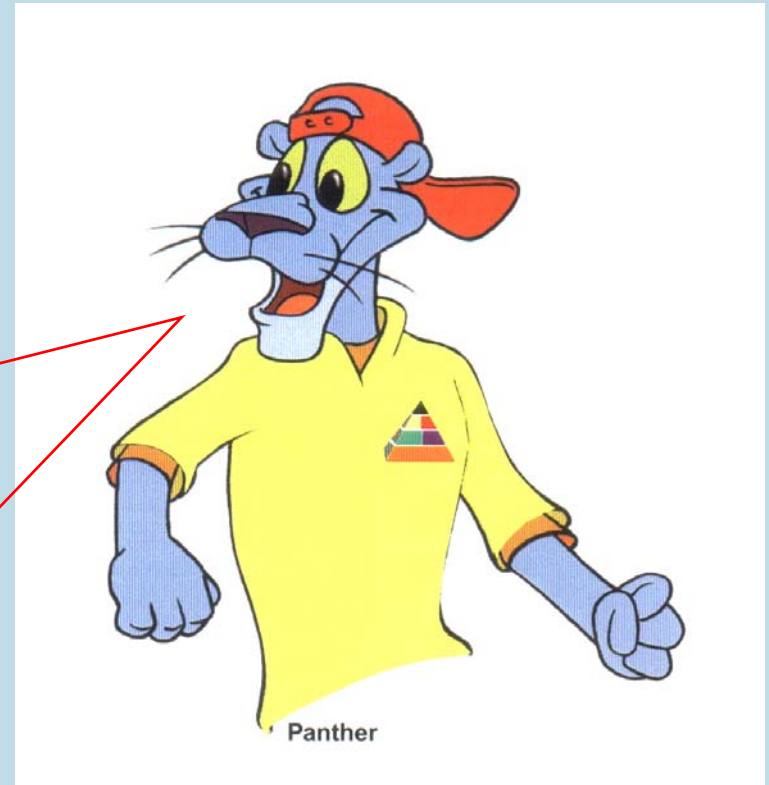


Power Panther™

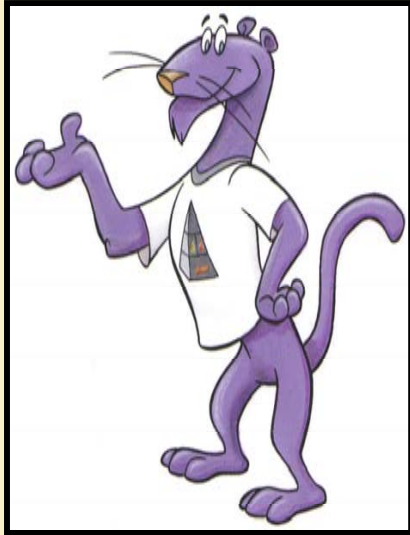
# Power Panther™

Nutrition and Physical Activity Communication Specialist

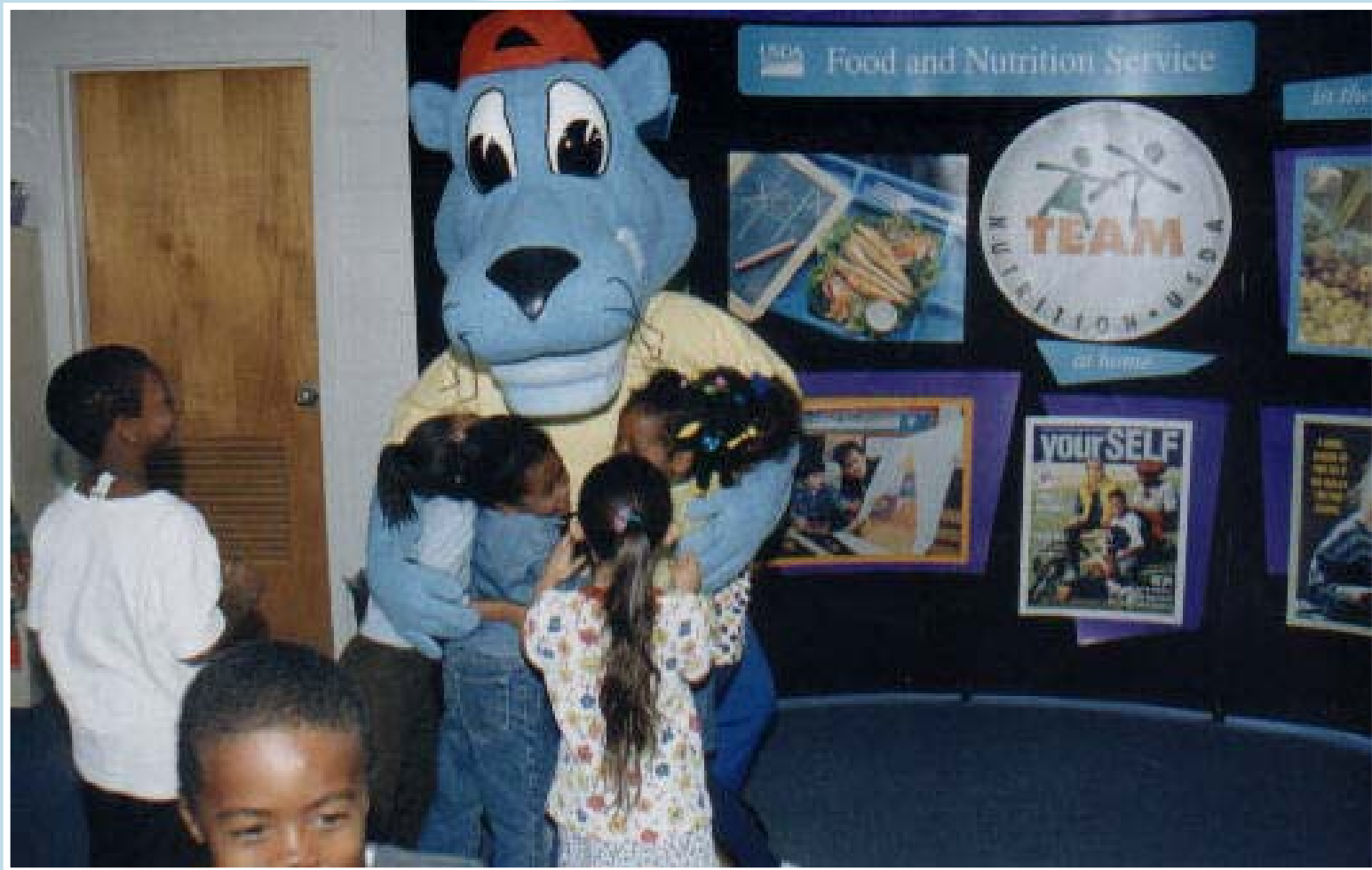
**Hello, I'm Power Panther . . . I love my new job because I get to travel all across the country to talk to kids about . . . eating smart and playing hard.**



# Evolution of Power Panther™



# Power Panther™ Hits the Road





# Macy's Thanksgiving Day Parade 2000





# Special Olympics World Games 2001

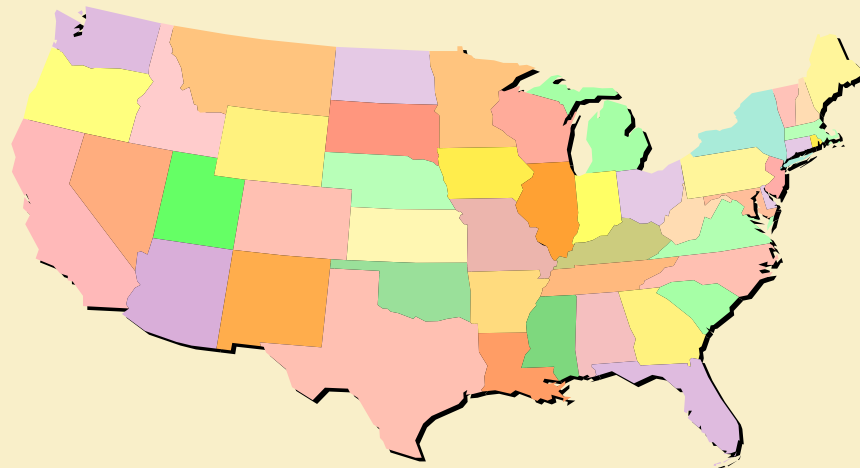


# White House Fitness Event 2002





# Travels of Power Panther™



Power Panther™ appeared at 250 events last year---in more than 30 States reaching over 149,000 people

# Power Panther™ Moves in Idaho



# Ideas for School, Child Care and Summer Settings





# Ideas for Food Stamp Nutrition Education



# Ideas for the WIC Program



# Booking Power Panther™

- Educational, health, and fitness events
- 30-day advance requests faxed to your regional office
- Fax order for support items at least 3 weeks in advance



# FNS Request/Agreement Form

- Fax request form to your regional office
- Check Confirmation
- Be courteous and return the Costume in a timely manner
- Tell us about it!

# Tips for “Being” Power Panther™

- Be animated. Express enthusiasm, energy, and interest.
- Practice a few gestures such as walking, kicking, making muscles, striking different poses, or other planned movements.
- Pose with children or others for photos—no posing with any commercial characters

# For Power Panther's™ Safety

- Costume designed to fit a wearer 5'8"-5'11"
- Always have a helper-- Power Panther™ does not talk
- Perform in 30-minute segments with 15-minute breaks in between.
- Have private place to rest on breaks.
- Drink plenty of fluids such as water or juice
- Use the fan in the head to keep cool
- Using signals when he needs help like grabbing his helper's arm or giving another previously agreed upon sign to mean, " We need to go, now."

# That's All For Today...

